

# THE ART AND SCIENCE OF BUILDING FUNNELS WITH WORDPRESS

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Recently, I had a chance to work with product sellers in Nigeria. They normally sell their products offline and decided to scale up by moving it online.

Some were already doing it but because of the usual Facebook changes, they were not profitable again. They called me to help them with traffic and conversions.

I **smiled** because I knew what wasn't the problem. It rarely is. More often than not, it is a **FUNNEL** problem.

So, how did I solve this problem? That is what this workshop is about.

WHAT IS A FUNNEL?

A funnel is a simple process that ANY company can use to geometrical improve their traffic, conversion and sales online.

A funnel is a series of pages, emails, messages that get people to take specific actions. Some of these actions could be:

Give you their contact information (name, email, phone, etc)

👉 Buy something from you (a product or service)

👉 Join your Facebook group

👉 Share your blog post

## CONSIDER THESE TWO SCENARIOS WHEN YOU WANT TO SELL A 1MILLION NAIRA PRODUCT

1. YOU POST THE ONE MILLION NAIRA PRODUCT AND DO ADS TO IT. HOW MANY DO YOU THINK YOU WOULD SELL?
2. YOU CREATE AN INTRODUCTORY LEVEL OFFER FOR SAY 10K AND DRIVE ADS TO IT AND FOR THOSE WHO BUY THAT 10K PRODUCT, YOU UPSELL THEM TO ANOTHER PRODUCT OF 100K, AND FOR THOSE WHO BUY, YOU UPSELL THEM TO 1MILLION.

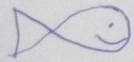
# THE SCIENCE OF FUNNELS

A black and white photograph of a woman with long dark hair, wearing a white, short-sleeved, knee-length dress. She is running away from the camera across a sandy, rocky desert landscape. She is holding two palm fronds, one in each hand, and her arms are outstretched. The background shows a line of dark, rocky hills under a bright, overcast sky. The overall mood is one of freedom and escape.

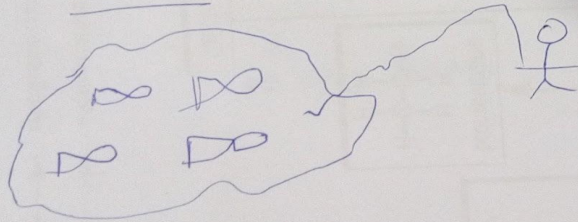
# THE BAIT FORMULA

## THE BAIT FORMULA

Who?



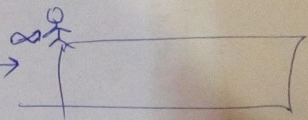
Where?



BAIT

Funnel

RESULT



VALUE LADDER

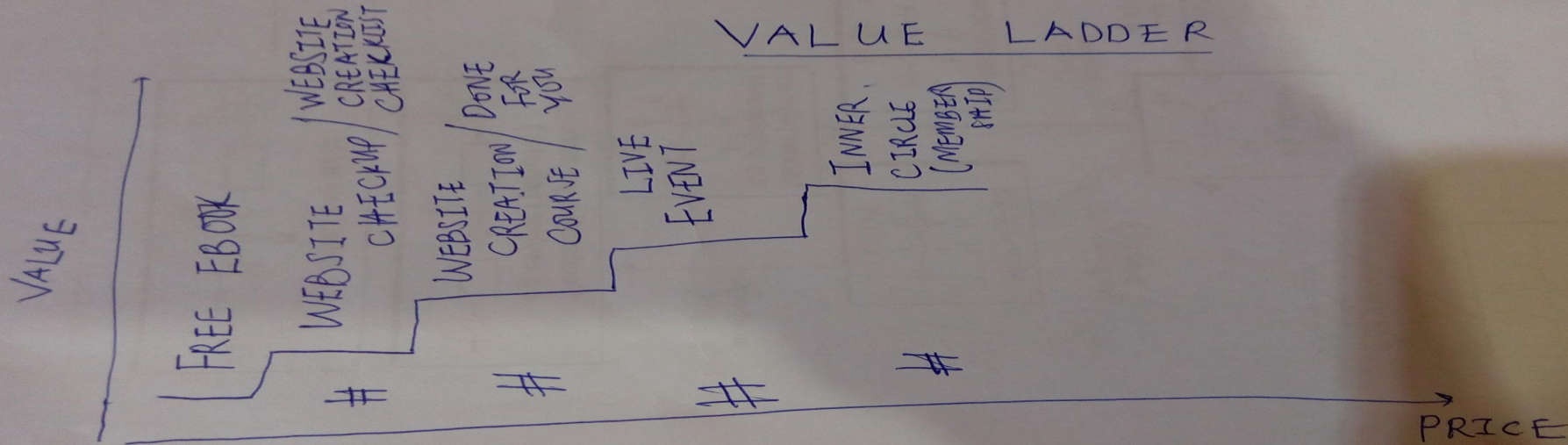
WEBSITE  
CREATION  
CHECKLIST

DONE  
FOR  
YOU

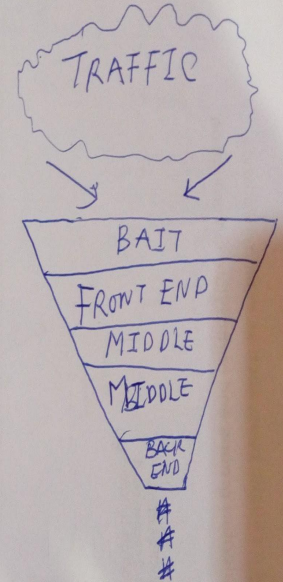
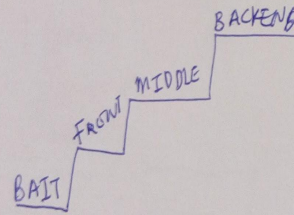
ER  
LE  
IDEA  
(#IP)



# THE VALUE LADDER



# FROM A LADDER TO A FUNNEL

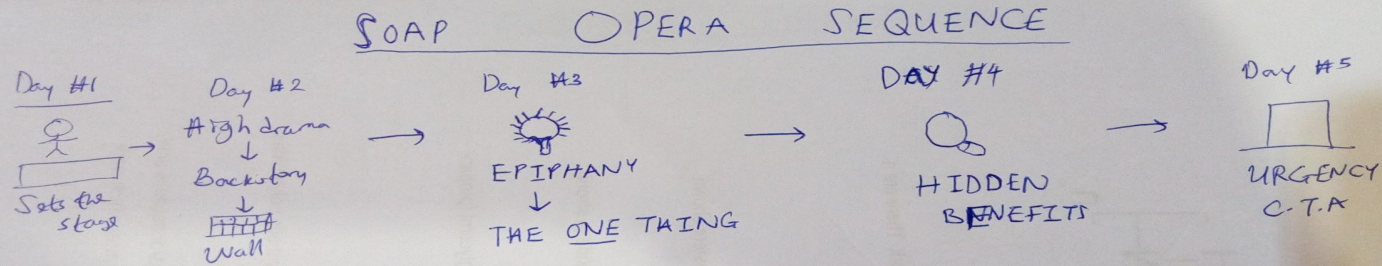


A black and white photograph of a woman with long dark hair, wearing a white, sleeveless, knee-length dress. She is running away from the camera across a sandy, rocky desert landscape. She is holding two palm fronds, one in each hand, and they are trailing behind her as she moves. The background features a line of dark, rocky hills under a bright, overcast sky. The overall mood is one of freedom and escape.

ENQUIRER INTERRUPTS



# THE SOAP OPERA SEQUENCE



DAILY EMAILS

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# TYPES OF TRAFFIC

Traffic you control.

Traffic you don't control.

Traffic you own.

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# FUNNEL HACKING

Demographic.

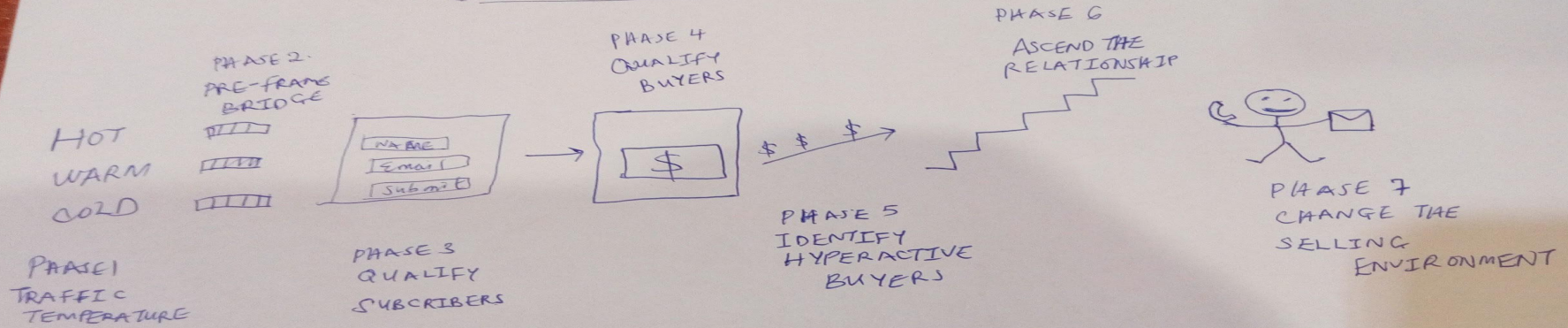
Offer.

Landing Page.

Traffic source.

Ad copy.

## SEVEN PHASES OF A FUNNEL



Seven Phases of A Funnel



**Building blocks of a funnel**

SURPRISE GIFT

[WWW.ADRESOCIAL.COM/WC](http://WWW.ADRESOCIAL.COM/WC)